

# Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s) Anaconda Chamber of Commerce  
Telephone 406-563-2400  
Legal Address 306 E Park City Anaconda  
Zip Code 59711

Project Supervisor Edith Fransen Telephone 406-563-2400

Address 306 E Park City Anaconda Zip  
Code 59711

Regional President Julie Shelton Telephone 797-3241

Tourism Region Southwest Montana

Project Title Brochure Distribution & brochure printing

Total Budget for Project (taken from attached detailed budget) \$ 2385.10 distribution - \$6471.26 for brochure printing

Percentage of Cooperative Funds Requested 50 % Dollar Amount of Cooperative Funds Requested  
\$ 4272.89 1300

Proposed starting and ending dates (maximum 1 year) : From April 1, 2014 To: Dec. 31, 2014,

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds

\$ 4428.18 1300 \*

b. Memberships

\$ \_\_\_\_\_

c. Advertising Revenue

\$ \_\_\_\_\_

d. Cash on Hand

\$ 4428.18

e. Other (please list)

1. \_\_\_\_\_

\$ \_\_\_\_\_

2. \_\_\_\_\_

\$ \_\_\_\_\_

3. \_\_\_\_\_

\$ \_\_\_\_\_

TOTAL (should equal total project budget)

\$ 8856.36 \*

## Cooperative Marketing Application

1. Provide a narrative description of this project. Include how the project is executed.

A new brochure will be produced representative of the Anaconda area. 100,000 copies will be printed and distributed over a four year period.

Size – 12 x 9 brochure, 3 folds – folded to rack size of 4 x 9, 80# recycled coated gloss, full color, 2 sides, full bleed 2 sides, 300 DPI photos

There will be pictures of the area featuring recreational opportunities, golfing, wildlife and emphasis on historical preservation. The brochure will be mailed for vacation requests as well as distributed in racks.

2. Provide a narrative description of the anticipated economic benefit of this project (increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

The brochure will be used to entice visitors to make this area a vacation destination. The information provided will allow them to make plans for activities during their visit and possibly increase the length of time they stay in our area. Winter activities featured should help promote this slow season and increase visits.

3. Describe the target market for this project.

The Anaconda Chamber of Commerce will distribute the brochures through their visitor center and will mail them in response to requests. They will be used for area conventions and conferences. The Anaconda Chamber of Commerce will contract with Certified Folders to distribute our brochures throughout 4 areas of Montana and 1 of Idaho.

4. How will you evaluate the success of this project?

We will survey the visitors we receive in the Visitor Center to find out how they decided on our location and what they have done while in the area.

August 21, 2013

ABC Printing  
123 Printing Place  
Somewhere, TBD

Dear ABC,

The Anaconda Chamber of Commerce is seeking bids for the design and printing of a new brochure which will be used for promotion and tourism. The chamber is requesting a quote for both 75,000 and 100,000 copies. Please guarantee the price for production and printing for the spring of 2014.

Below are the specifications for the brochure:

- Recycled paper – coated, gloss, 80lb
- 12 X 9 4 X 9 (3folds)
- 11 X 8 1/2 - 3 2/3 X 8 1/2 (2 folds)
- Full color - 2 sides
- Full bleed - 4 sides
- 300 DPI photos

We request that you submit a bid, including credit terms and any other relevant information to the address listed below by October 31<sup>st</sup>, 2013. Please send all correspondence to:

Edith Fransen  
Anaconda Chamber of Commerce  
306 East Park  
Anaconda, MT 59711

You may reach me at 406-563-2400 if you require additional information. I look forward to receiving your bid.

Sincerely,

Edith Fransen,  
Executive Director

Requests for bids were sent to SquareMarketing, 205 Cherry Street, #2, Anaconda MT 59711  
And to Vauthier/Ferguson, 615 Ash Street, Anaconda MT 59711, Anaconda Leader, 121 Main,  
Anaconda MT 59711, Vermeire Graphics, 118 E 7<sup>th</sup>, Anaconda MT 59711 and to Copperhead  
Sports Photography, 803 W Park, Anaconda MT 59711.

No bids were received from SquareMarketing, or Vermeire Graphics.

## PRINTED MATERIALS

Publication brochure Quantity 100,000  
Color full color, 2 sides, full bleed 2 sides 80# Paper Stock recycled, coated, gloss  
# of Pages or Folds 2 fold, 3 panel Size 12 x 9  
Ad Sales (Yes or No) no Percentage \_\_\_\_\_  
Distribution Plan (areas & method) Certified Folder – Butte I-15 & I-90, Yellowstone Route, Missoula/5 Valley, Helena/Great Falls, Pocatello/Idaho Falls

Publication \_\_\_\_\_ Quantity \_\_\_\_\_  
Color \_\_\_\_\_ Paper Stock \_\_\_\_\_  
# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_  
Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_  
Distribution Plan (areas & method) \_\_\_\_\_

Publication \_\_\_\_\_ Quantity \_\_\_\_\_  
Color \_\_\_\_\_ Paper Stock \_\_\_\_\_  
# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_  
Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_  
Distribution Plan (areas & method) \_\_\_\_\_

Publication \_\_\_\_\_ Quantity \_\_\_\_\_  
Color \_\_\_\_\_ Paper Stock \_\_\_\_\_  
# of Pages or Folds \_\_\_\_\_ Size \_\_\_\_\_  
Ad Sales (Yes or No) \_\_\_\_\_ Percentage \_\_\_\_\_  
Distribution Plan (areas & method) \_\_\_\_\_

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

**REGION/CVB PROJECT BUDGET  
PROJECT NAME**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
	\$0 +	=	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
<b>TOTAL</b>	\$0	\$0	\$0

<b>MARKETING/ADVERTISING:</b>			
	\$0 +	3235.63 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
<b>TOTAL</b>		\$0	

<b>TRAVEL:</b>			
Personal Car	\$0 +	\$0 =	\$0
Commercial Transportation	\$0 +	\$0 =	\$0
Meals	\$0 +	\$0 =	\$0
Lodging	\$0 +	\$0 =	\$0
Vehicle Rental	\$0 +	\$0 =	\$0
<b>TOTAL</b>	\$0	\$0	\$0

<b>OTHER: Distribution/Certified Folder</b>	1192.55		1136.20
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	\$0 +	\$0 =	
<b>TOTAL</b>		4428.18	2272.39

<b>REGION/CVB</b>	<b>PROJECT</b>		
<b>TOTAL</b>		\$0	\$0